Having thus described the invention, what is claimed is:

1. A snow guard assembly for attachment to a roof having layered shingles covering an underlying roof structure, comprising:

an attachment strap for inserting between layers of shingles, said attachment strap having an apparatus for securing said attachment strap to said underlying roof structure;

a mounting bracket detachably connected to said attachment strap proximate to one end thereof; and

a snow retention member detachably connected to said mounting bracket, said snow retention member having a body portion that extends on opposing sides of said mounting bracket.

2. The snow guard assembly of Claim 1 wherein said mounting bracket has a top surface formed with an attachment receptacle for receiving said snow retention member.

3. The snow guard assembly of Claim 2 wherein said attachment receptacle is formed with a wedging edge to correspond to a beveled edge of said snow retention member.

4. The snow guard assembly of Claim 3 wherein said snow retention member comprises:

a base member having said beveled edge on one side thereof;

a body member supported by said base member to extend above and laterally to both sides of said base member; and

a brace member interconnecting said base member and said body member to resist loads imposed on said body member.

5. The snow guard assembly of Claim 4 wherein said base member is also formed with a generally vertical edge opposite said beveled edge, said attachment receptacle being formed with a corresponding generally vertical edge.

6. The snow guard assembly of Claim 5 further comprising a locking fastener interengaging said base member and said mounting bracket to secure said snow retention member to said mounting bracket within said attachment receptacle.

7. The snow guard assembly of Claim 6 further comprising a pair of fasteners interconnecting said attachment strap and said mounting bracket for detachably connecting said mounting bracket to said attachment strap.

8. The snow guard assembly of Claim 7 wherein said locking fastener interengages said attachment strap and said base member, passing through an opening extending through said mounting bracket.

9. A snow retention member mountable on a corresponding mounting member for attachment to a roof structure, comprising:

a base member having a beveled edge on one side thereof;

a body member supported by said base member to extend above and laterally to both sides of said base member; and

a brace member interconnecting said base member and said body member to resist loads imposed on said body member.

10. The snow retention member of Claim 9 wherein said mounting member is formed with an attachment receptacle having a wedging edge corresponding to said beveled edge to trap said base member into said attachment receptacle.

11. The snow retention member of Claim 10 wherein said base member is formed with a threaded opening extending generally vertically into said brace member, a locking fastener being interengagable between said mounting member and said threaded opening in said base member to detachable affix said base member in said attachment receptacle.

12. The snow retention member of Claim 10 wherein said body member is integrally formed with said brace member and said base member, said body member being oriented on said base member at a non-perpendicular orientation.

13. The snow retention member of Claim 12 wherein said brace member extends both in front and in rear of said body member.

14. In a snow guard assembly for attachment to a roof having layered shingles covering an underlying roof structure, said snow guard assembly including an attachment strap for inserting between layers of shingles, said attachment strap having an apparatus for securing said attachment strap to said underlying roof structure, the improvement comprising:

a mounting bracket detachably connected to said attachment strap proximate to one end thereof; and

a snow retention member detachably connected to said mounting bracket, said snow retention member having a body portion that extends on opposing sides of said mounting bracket.

15. The snow guard assembly of Claim 14 wherein said snow retention member includes:

a base member having said beveled edge on one side thereof;

a body member supported by said base member to extend above and laterally to both sides of said base member; and

a brace member interconnecting said base member and said body member to resist loads imposed on said body member.

16. The snow guard assembly of Claim 15 wherein said mounting bracket has a top surface formed with an attachment receptacle for receiving said snow retention member, said attachment receptacle being formed with a wedging edge to correspond to said beveled edge of said base member.

17. The snow guard assembly of Claim 16 further comprises:

a locking fastener interengaging said base member and said mounting bracket to secure said snow retention member to said mounting bracket within said attachment receptacle; and

a pair of fasteners interconnecting said attachment strap and said mounting bracket for detachably connecting said mounting bracket to said attachment strap.

18. The snow guard assembly of Claim 17 wherein said locking fastener interengages said attachment strap and said base member, passing through an opening extending through said mounting bracket.

19. The snow guard assembly of Claim 17 wherein said base member is formed with a threaded opening extending generally vertically into said brace member, said locking fastener being interengagable between said mounting member and said threaded opening in said base member to detachable affix said base member in said attachment receptacle.

20. The snow guard assembly of Claim 19 wherein said body member is integrally formed with said brace member and said base member, said body member being oriented on said base member at a non-perpendicular orientation.